

The following stimuli were prepared for Study 1 (semi-structured interviews). Stimuli were presented to interviewees at the researcher's discretion, optimizing for a variety of chart types, sources, and visual styles. Each participant saw a combination of topic-obscured and non-obscured visualizations, but never the same stimulus in both forms. Stimuli marked as S# were only used in Study 1, while Stimuli referenced by B#-# were also used in Study2.

REFERENCE NUMBER	STIMULUS
<b>(topic-obscured visualizations)</b>	
<b>S1</b>	<p><b>This is where the title is</b>      Description of the investigation      Month Year, Units</p> <p>Source: This is the source</p>
<b>S2</b>	<p><b>Here is the Title</b></p> <p>Independent Variable (Units)</p>

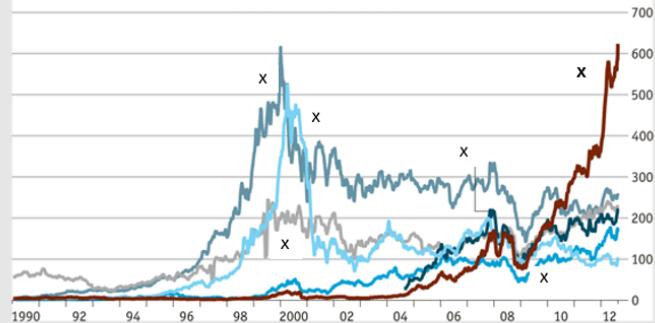
S3

**source:**

The Economist  
via MassVis Dataset

Title Here

Visual Description, info



Description of variables and visual

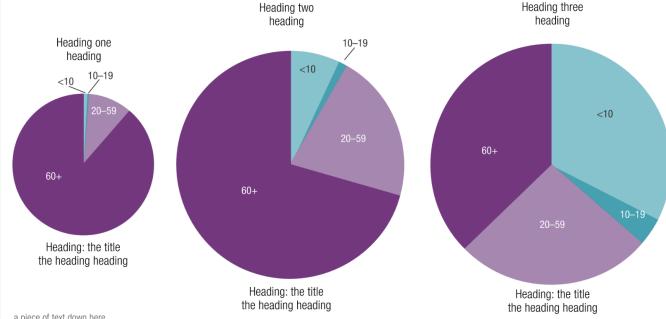
Sources: Here are the sources

B6-A

**source:**

World Health Organization  
via MassVis Dataset

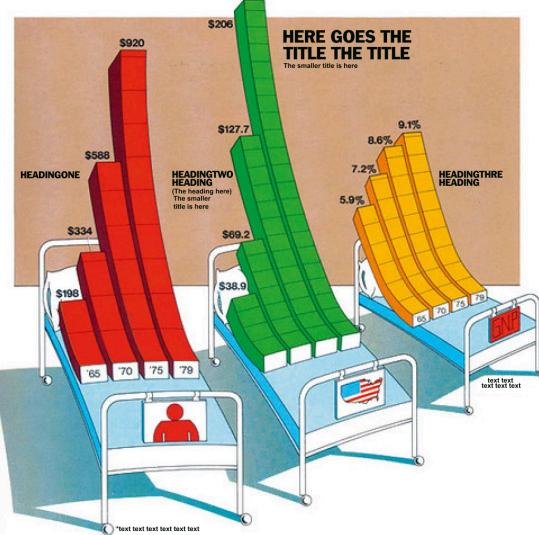
Title title Here goes the title of this graph the title the title the title the title, title



B2-D

**source:**

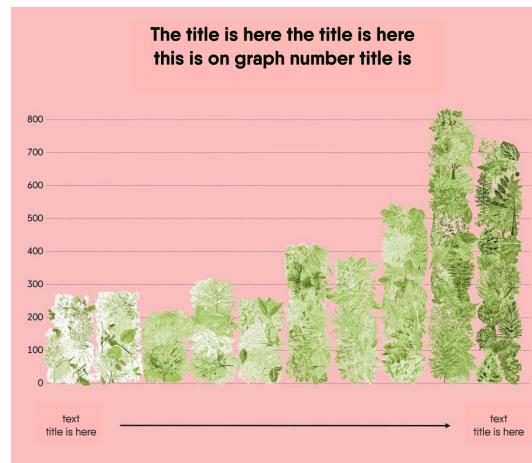
Nigel Holmes, Time Magazine



B0-D

**source:**

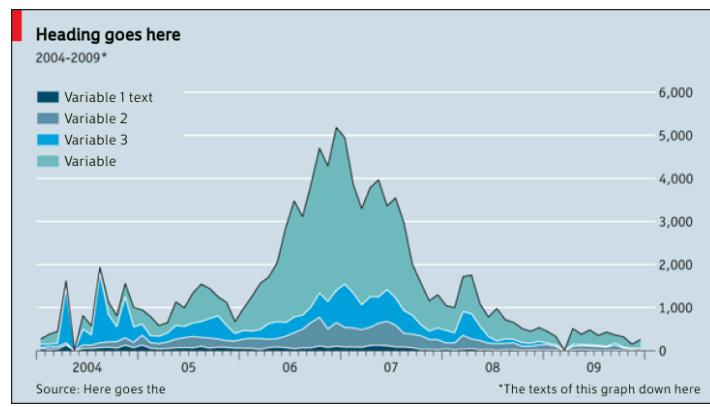
Mona Chalabi



B2-A

**source:**

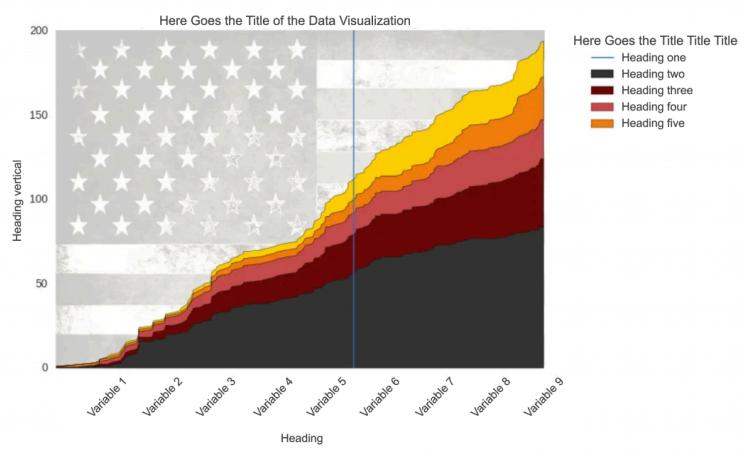
The Economist  
via MassVis Dataset



B1-C

**source:**

@TehDing user  
r/dataisbeautiful



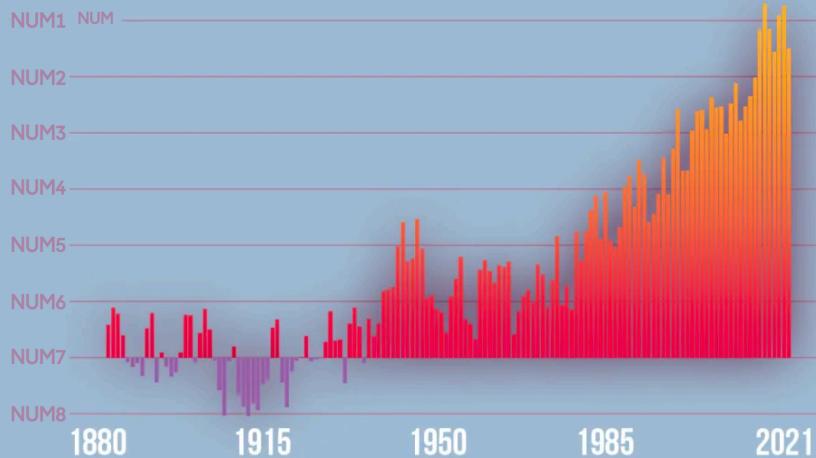
B6-C

**source:**

Climate Central

# GRAPHS HEADING

## SOME OF THE TEXTS BELOW FOR TEXTS

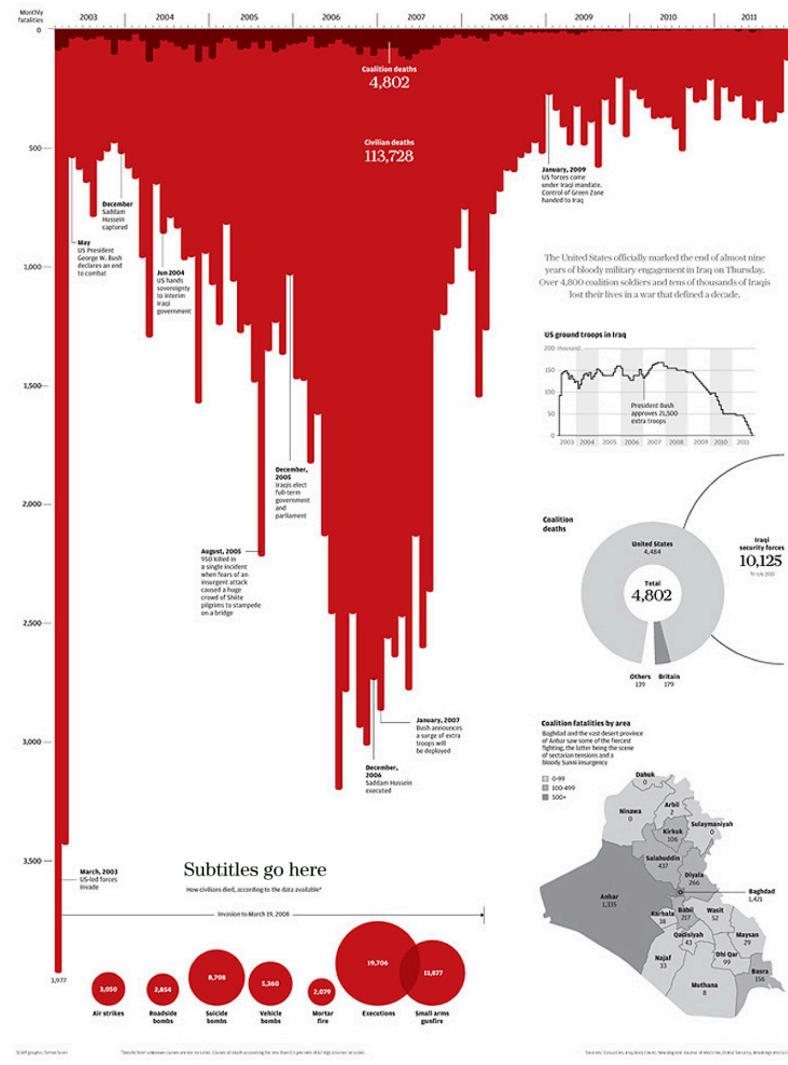


B3-D

**source:**

Simon Scarr, South China Morning Post

# Heading's here

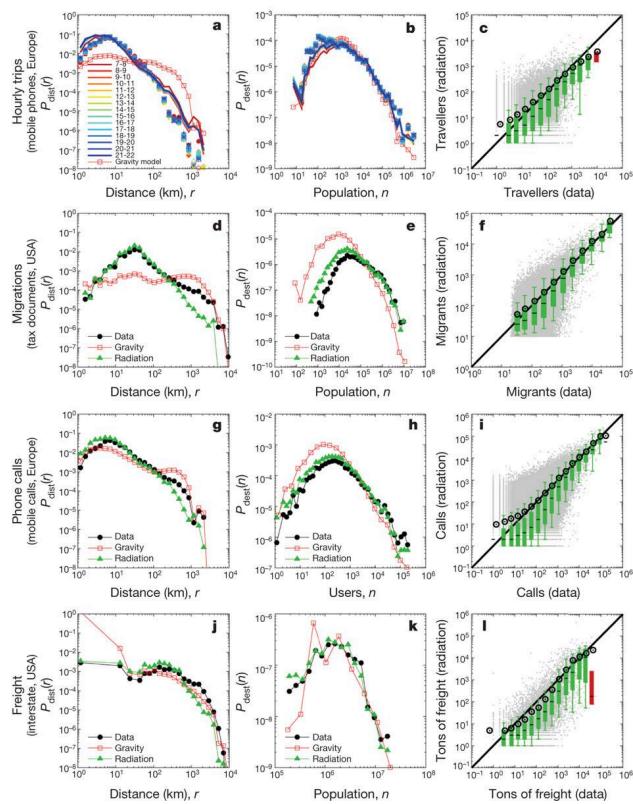


## (unobscured visualizations)

S4

### source:

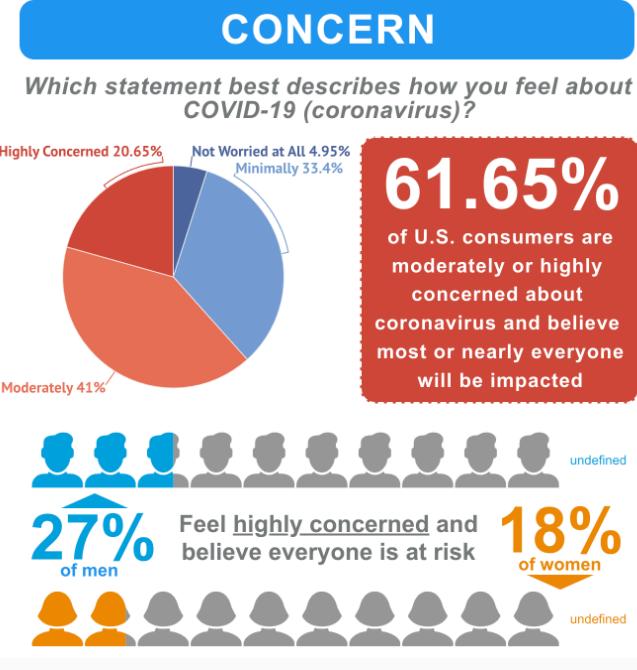
Nature (academic journal),  
via MassVis Dataset



S5

### source:

National Research Corporation  
Health (NRC Health)



**source:**

The National Post

## CANCER IN CANADA

Every hour of every day over 67,000 Canadians are diagnosed with cancer, and every hour of every day eight Canadians die from cancer.

AGE STANDARDIZED CANCER MORTALITY RATES 1992-2007  
DEATHS PER 100,000  
MEN WOMEN  
Source: Canadian Cancer Society

CANCER DEATHS BY TYPE AND GENDER  
● MENS & WOMENS ● MALE FEMALE & BOTH SEXES ● FEMALE FEMALE & MENS

Source: Canadian Cancer Society, Vital Statistics, Statistics Canada, Canadian Institute for Health Information

67,007 dead

At least one in four Canadians will get cancer in their lifetime, and one in three will die from it.

Source: Canadian Cancer Society, Vital Statistics, Statistics Canada, Canadian Institute for Health Information

BRCA1 CANCER & PHENOTYPE OF CANCER

The incidence rates for both breast and ovarian cancers have increased, likely because of better screening and treatment, and the number of women with cancer is expected to continue to rise.

Source: Canadian Cancer Society, Vital Statistics, Statistics Canada, Canadian Institute for Health Information

BREAST CANCER  
DEATHS PER 100,000

LUNG CANCER IN MEN AND WOMEN  
DEATHS PER 100,000

LUNG CANCER IN WOMEN  
DEATHS PER 100,000

LUNG CANCER IN MEN  
DEATHS PER 100,000

COLON CANCER  
DEATHS PER 100,000

PROSTATE CANCER  
DEATHS PER 100,000

COLON CANCER  
DEATHS PER 100,000

PROSTATE CANCER  
DEATHS PER 100,000

Source: Canadian Cancer Society, Vital Statistics, Statistics Canada, Canadian Institute for Health Information

1. Canadian Cancer Society, Vital Statistics, Statistics Canada, Canadian Institute for Health Information

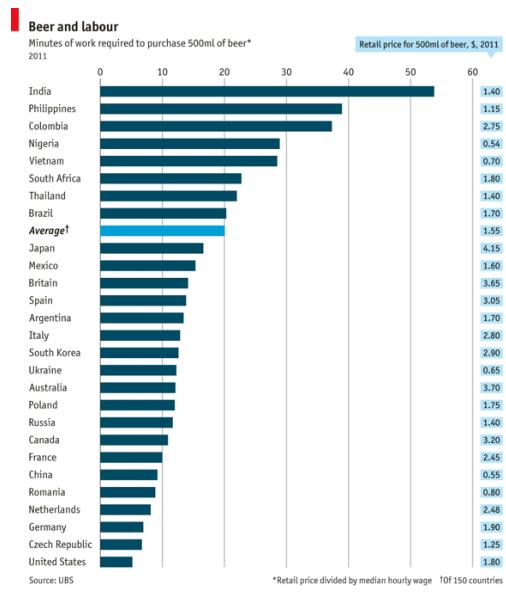
S10

source:  
staff.com



B6-B (unobscured)

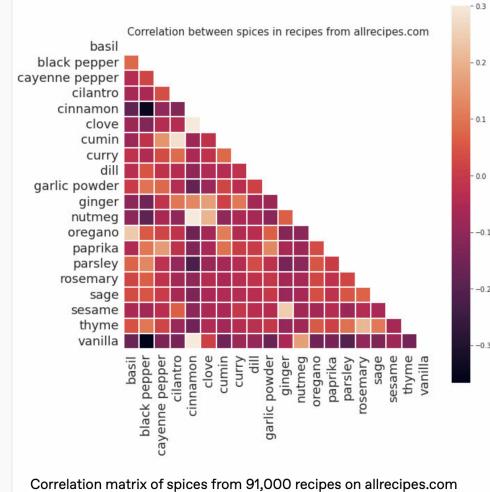
source:  
The Economist,  
via MassVis Dataset



B1-A (unobsured)

**source:**

William Edmisten



Correlation matrix of spices from 91,000 recipes on allrecipes.com

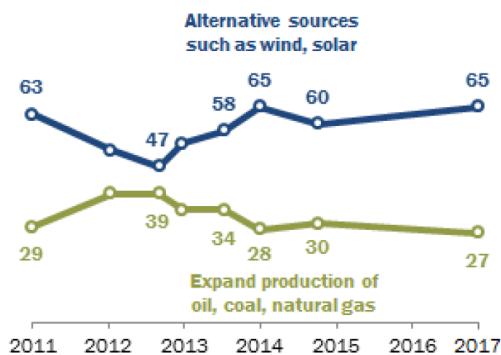
B1-B (unobsured)

**source:**

Pew Research Center,  
via MassVis Dataset

### Most in U.S. give priority to developing alternative energy over fossil fuels

% of U.S. adults who say \_\_\_\_ should be the more important priority for addressing America's energy supply



Note: Both/Don't know responses not shown.

Source: Survey conducted Jan. 4-9, 2017.

PEW RESEARCH CENTER

B1-D (unobsured)

**source:**

Wall Street Journal

### Violent Indicators

NYC shootings have increased while homicides have gone down in 2012.

#### NUMBER OF SHOOTINGS TO DATE



#### NUMBER OF HOMICIDES TO DATE



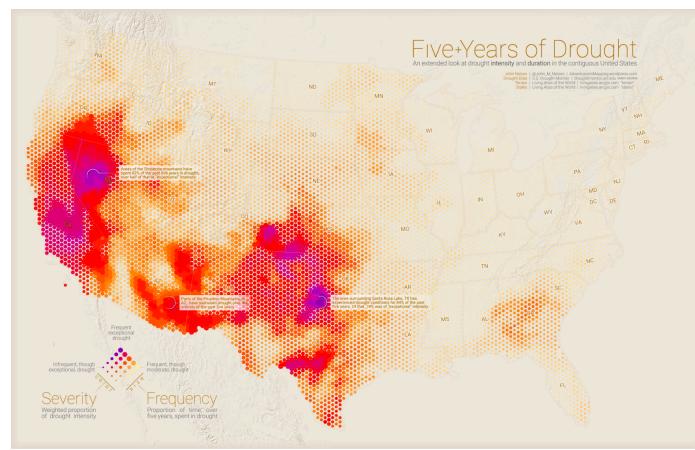
Source: NYPD

Note: Through July 7 each year  
The Wall Street Journal

B2-C (unobscured)

**source:**

John Nelson, Adventures in Mapping



B3-C (unobscured)

**source:**

The Federalist

